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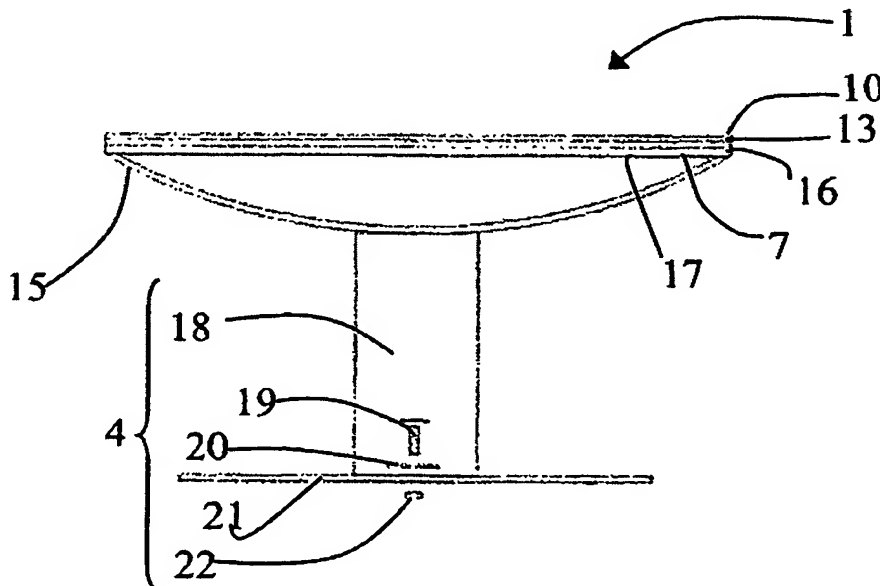
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(54) Title: ADVERTISING MEDIA



(57) Abstract: A device for advertising in a darkened auditorium of a cinema, theatre, restaurant, bar or other darkened or semi-darkened place, which comprises a phosphorescent or luminescent substance on a substrate. An advertising message is displayed by having a cover sheet that is cut out to reveal the desired message. The glow of the phosphorescent or luminescent material also provides mild illumination.